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The Rich Get Thinner, the Poor Get Fatter

**In *The Get* *Rich Thinner, the Poor Get Fatter***, Warwick Sabin **convinces the readers that economic and social phenomenon is the reason behind southern obesity. He achieves his purpose through personification, authority appeal, factual appeal, paradox, opinion, and delivers them with an informal tone.**

**Sabin begins the passage with “our” to address the audience. The second person pronoun welcomes the readers thus create a more comfortable and conversational atmosphere that helps to deliver the message effectively. Sabin then uses personification to stresses the alert message in a sarcastic tone. “Fried chicken leg” and “pork rib” will kill consumers, but they still “are willing to live on the edge”. After establishing his opinion, Sabin presents statistics from U.S. Centers for Disease Control and Prevention to show the high obesity rate, thus establishes credibility. He includes parenthesis for clarification such as lives become less physical demanding “(with fewer jobs in agriculture…)” The information presents examples and reasons to convince the readers. Sabin does not introduce his claim till mid way through his essay. He argues that poor southerners consume “affordable calories” which include processed food instead of fresh fruits, vegetables and meats. He presents a paradox that although southerners grow fresh produce, but the high commitment and investment sell the food at inflated prices which could only be afforded by elites.**

**After all, Sabin states his opinion that “wholesome food [should not be] so precious and inaccessible that it becomes a luxury item”. He uses food and what it has done to people’s health as a reflection for social and economic inequalities.**